Abstract of the disclosure

A grip for displaying information on sports equipment having a gripping end includes a base layer overlaying the gripping end, a substantially transparent top layer, and a design disposed therebetween. The design may be disposed on a surface of the base layer opposite the gripping end or on an underside of the top layer, such that the information faces outwardly from the gripping end while being protected from damage by the top layer. Integral rib and groove structures may be provided to assist in securing the base and top layers to one another.